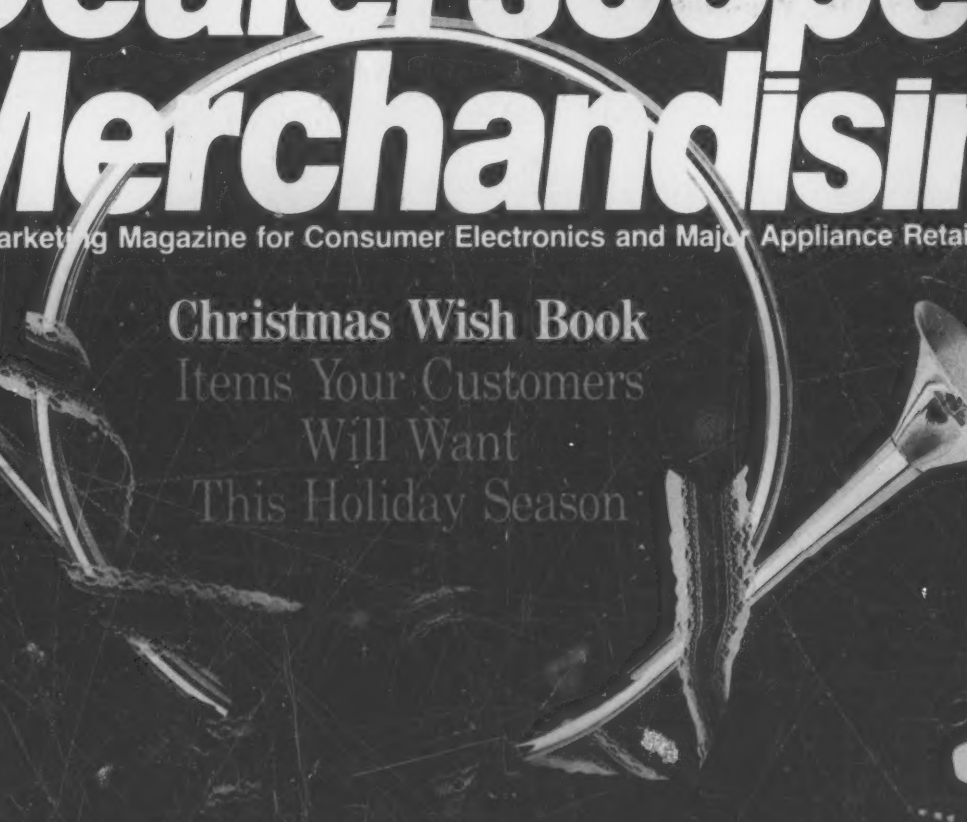


September 1986/\$7.00

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Dealerscope Merchandising



The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

Christmas Wish Book
Items Your Customers
Will Want
This Holiday Season

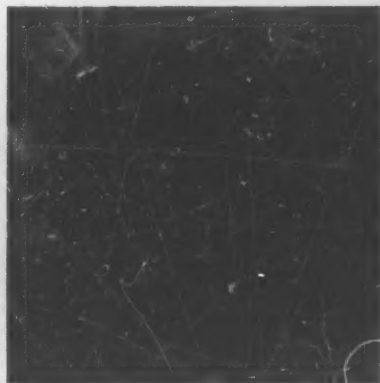
Winning Store Interiors:
Retailer Awards For the Best
Layout, Lighting, Display

**Major Appliance
Niche Products:**
Stock These
to Increase Your
Bottom Line



Dealerscope Merchandising

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Page 8



Page 20



Page 93

DEPARTMENTS

Periscope	3
Newswatch	8
Calendar of Events	18
Market Trends	
Telecom	50
Video	54
Appliance	89
New Products	
Telecom	52
Video	55
Color TV	59
Audio	61
Appliance	90
Statwatch/	
People on the Move	
Consumer	
Electronics	66
Major Appliances	91
Industry Perspectives	47
Entertainment	
Merchandising	57
Jim Barry	64
Ads That Work	71
Marketing Tips	93
Ad Index	94
Classified	94

Christmas Wish Book	15
A glimpse at the hottest items for the holidays	
Store Interior Design Awards	20
The winners of our first annual design competition	
Whatever Happened to Oldt-Waring?	33
How this Florida retailer went belly-up	
The Testing of Home Audio	40
Dealers and manufacturers speak out on specs	
13 Tips on Holiday Displays	46
A baker's dozen of store display-promotion ideas	
ELECTRONICS MERCHANDISING	
New Campaigns	69
Memorex promotes videocassettes with sweepstakes	
MAJOR APPLIANCE MARKETING	75
Niche Products: Not for Specialists Only	76
The business becomes increasingly lucrative	
The Range Connection	80
Specialization helps an independent dealer compete	
Merchandising Kitchens: Pros Tell All	87
Tips from pruning lines to positive positioning	

DEALERSCOPE MERCHANDISING (ISSN 0011-7219) is published monthly by North American Publishing Co., 401 N. Broad St., Philadelphia, PA 19108. Telephone (215) 238-5300. Copyright © 1986 by North American Publishing Co.

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Second class postage paid at Philadelphia, PA and additional entry. Postmaster: Send change of address form 3579 to DEALERSCOPE MERCHANDISING, 401 N. Broad St., Philadelphia, PA 19108.

VIDEO

A RECENT study links VCR ownership to youth and affluence, suggesting that the mature market remains virtually untapped. Both points will be important as retailers plan their merchandising and advertising for the important fourth quarter.

Findings of the National Demographics & Lifestyles study reveals VCR owners are predominantly 25-44 years of age with household incomes of \$40,000 or more.

To put those statistics in perspective, 51 percent of all Americans are 45 or over and have an average household income of \$28,945, according to the 1985 Statistical Abstract, published by the U.S. Census Bureau.

The NDL study is based on a sample of over 20,000 VCR households. It also shows that VCR owners have a range of interests that are much broader than average. For example, twice as many VCR owners indicate 10 or more leisure interests, compared to non-VCR owners who list that many.

The over-45 market remains largely untapped, however. According to the study, VCR ownership starts falling off with the 45-54 age group. It declines even more steeply among the 55-64 age group and comes down to very little among people 65 and over.

The most developed markets are on the east and west coasts, with

midwest areas along the Mississippi, showing the strongest growth. Penetration for major markets above the national average of 25 percent, according to NDL, is: Las Vegas, NV (36 percent), Anchorage, AL (35 percent), New York (34 percent), Chicago and Honolulu (33 percent), Phoenix, AZ and Houston (29 percent), and Los Angeles (28 percent). Major markets substantially below the average include: Omaha, NB and West Palm Beach, FL (20 percent), Buffalo, NY (19 percent), Columbus and Pittsburgh (17 percent), and Des Moines (15 percent).

tics," explains W. Mitchell Barnes, NDL's marketing vice president. For example, in a "Mountain Metropolis" store, camping and hiking, fishing, wildlife, recreation vehicles and CB radios ranked high among personal interests. In a "Flatland City" store the top interests were home workshop, health foods, physical fitness, photography and science fiction.

Lifestyles also were found to vary from store to store in the same city, even when demographics are similar. In one case, two stores had married home owners with children at home as cus-

The over-45 market remains largely untapped... VCR ownership starts falling off with the 45-54 age group. It declines more among the 55-64 age group.

While typical VCR owners are younger, more affluent and more apt to have children under 10, they may have little or no bearing on the composition of the local market of a video retailer. To illustrate that point, NDL made a comparison of three regionally representative markets—Chicago, Miami and Phoenix, AZ—and concludes there are dramatic differences in customer lifestyles from region to region.

"Geography plays a major role in determining lifestyle characteris-

tomers. For both stores customer income averaged \$30,000- \$40,000 and ages were 40-50. One store's customers were interested mostly in foreign travel, books and collectibles, while the other store's customers were interested in tennis, running and jogging, boating and sailing, and skiing.

Based on these findings, NDL's Barnes suggests that retailers require merchandising and advertising plans that reflect an understanding of each store's individual customers. □

1985 VCR PENETRATION

INCOME (\$ THOUSANDS)

	<	\$10-14	\$15-19	\$20-24	\$25-29	\$30-34	\$35-39	\$40-50	\$50 +
AGE									
25-34	20.8	27.0	26.4	30.7	32.5	35.1	36.7	39.6	42.2
35-44	17.8	21.0	24.3	25.9	30.0	32.3	33.0	35.7	39.7
45-54	12.6	11.2	16.6	18.7	19.8	25.0	24.4	28.3	30.9
55-64	6.0	8.4	10.7	13.7	14.5	17.4	19.6	21.8	25.9
65 +	2.7	4.1	6.3	8.4	10.2	12.3	16.9	14.9	16.2

All figures are for head of household.

Source: The Lifestyle Census® National Demographics & Lifestyles

PEOPLE ON THE MOVE



Miller



Widlicka

Richard Miller, former RCA consumer products and entertainment executive VP, named senior VP/consumer electronics business at at General Electric. Reporting to Miller will be **Jacques Robinson**, VP and general manager of GE's consumer electronics business, and **Jack Sauter**, RCA group VP, consumer electronics and video components.

John Widlicka, formerly senior VP of marketing and consumer product sales at



Goldschmidt



Thomson

Commodore, appointed general manager of Sharp Electronics Corp.'s new personal office equipment division. **Roy Goldschmidt** also joins Sharp as national marketing manager of consumer audio.

Jim Silverman, president of Continental Video, resigns to pursue other business interests.

Michael Golacinski, national sales manager, promoted to vice president, consumer sales division, Maxell Corp. of America.

Also promoted and reporting to Golacinski are **Gerry Ghinelli** to consumer products marketing manager, a new position, **Bob Falco** to audio product manager, **Bob Huntemann** to central area sales manager and **Steve Levine** to western area manager.

Kenneth Thomson named VP and general manager of Discwasher, a division of International Jensen. **Edward Maty** appointed national sales manager and **Dan Peters**, promotion manager.

Ralston Purina Co. names **J. Patrick Mulcahy** chairman and CEO of its Eveready Battery Co. subsidiary.

M.L. Hong replaces **M.T. Hong** as Proton president and **Keith McCarthy** is named national products manager.

Alan Walter joins NAP Consumer Electronics as portable audio division marketing director.

Koss Corp. promotes **Michael Koss** to executive VP, **John Koss, Jr.** to VP/sales, and **Donald Wagner** to VP/marketing.

Elliot Kane appointed director of marketing, Rabbit Software Corp.

Luxor appoints **Craig Chambers**, VP, sales and marketing and **Robert McGuinness**, CPA, VP finance and administration.

Thomas Lawrence named VP/sales and marketing of Jasco Products Co. and **Paul Leach**, central regional sales manager.

Kloss appoints **Peter Welikoff** VP/marketing and sales.

STAT WATCH

TOTAL U.S. MARKET STATISTICS Sales to Retailers June 1986 vs. June 1985 (In Units)

	June 1986	June 1985	Percent Change	Year-to- date 1986	Year-to- date 1985	Percent Change
TELEVISION						
Color	1,570,756	1,500,580	+ 4.7	8,113,441	7,624,694	+ 6.4
Monochrome	383,249	342,973	+ 11.7	1,744,956	1,684,903	+ 3.6
TOTAL TV*	1,954,005	1,843,553	+ 6.0	9,858,397	9,309,597	+ 5.9
Projection TV	17,558	19,704	- 10.9	124,820	103,450	+ 20.7
Home VCR	1,053,093	907,746	+ 16.0	5,716,562	4,875,175	+ 17.3
Camcorders**	101,764	NA	NA	300,929	82,543	+ 373.6

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television

**Included in Home VCR

Source: Electronics Industries Association Consumer Electronics Group.

PEOPLE ON THE MOVE

Panasonic's Home Appliance Group appoints **Ian Brydon** national sales manager, major appliances.

Welbilt Corp. names **Charles Brown** group VP of the company's Garland Group.

Carl Freckelton becomes executive VP/CEO of ABC Warehouse Appliances.

Amana names **Charles Peters** VP, corporate strat-



Brydon



Irwin

egy and **Laura Hahn**, general counsel.

Maytag announces several promotions: **Robert Faust**,

VP, manufacturing; **Gregory Irwin**, VP, labor relations; **John Tolson**, VP, controller.

Whirlpool Kitchens, Inc. a wholly owned subsidiary of Whirlpool Corp. appoints **Charles Gustafson**, VP, sales and marketing, Mastercraft Division; **Robert Russell**, VP, sales and marketing, St. Charles Division; and **Joseph Rojas**, VP, manufacturing.



Russell



Forte

Sharp Electronics Corp.'s Appliance Division name **Karen Forte** new product specialist.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1986

	June 1986	June 1985	Percent Change	Calendar Year to Date 1986	Calendar Year to Date 1985	Percent Change
ALL MAJOR APPLIANCES	4,089.8	3,830.6	+ 6.8	22,015.2	21,744.1	+ 1.1
COOKING — TOTAL	1,187.5	1,106.9	+ 7.3	7,188.3	6,709.7	+ 7.1
Electric Ranges — Total	300.9	269.6	+11.6	1,584.2	1,497.6	+ 5.8
Free Standing	247.2	219.4	+12.7	1,299.1	1,218.9	+ 6.6
Built-In	53.7	50.2	+ 7.0	285.1	278.7	+ 2.3
Microwave Ovens/Ranges	902.9	855.1	+ 5.6	5,694.6	5,313.6	+ 7.2
HOME LAUNDRY — TOTAL	817.1	781.7	+ 4.5	4,651.7	4,517.9	+ 3.0
Automatic Washers	493.5	462.5	+ 6.7	2,694.9	2,633.5	+ 2.3
Dryers — Total	323.6	319.1	+ 1.4	1,956.7	1,884.4	+ 3.8
Electric	254.8	255.5	- 0.3	1,534.9	1,489.7	+ 3.0
Gas	68.8	63.6	+ 8.2	421.8	394.6	+ 6.9
KITCHEN CLEAN UP — TOTAL	743.6	692.0	+ 7.5	4,049.4	3,900.6	+ 3.8
Disposers	409.8	355.3	+15.3	2,098.2	2,092.8	+ 0.3
Dishwashers — Total	317.1	322.5	- 1.7	1,856.0	1,721.9	+ 7.8
Built-In	299.0	303.2	- 1.4	1,742.0	1,600.6	+ 8.8
Portable	18.1	19.3	- 6.2	114.0	121.3	- 6.0
Compactors	16.7	14.2	+17.6	95.2	85.8	+11.0
FOOD PRESERVATION — TOTAL	831.1	783.9	+ 6.0	3,677.1	3,532.4	+ 4.1
Refrigerators	691.5	647.5	+ 6.8	3,085.0	2,925.0	+ 5.5
Freezers — Total	139.7	136.4	+ 2.4	592.0	607.4	- 2.5
Chest	76.2	74.3	+ 2.6	321.4	317.6	+ 1.2
Upright	63.4	62.1	+ 2.1	270.6	289.8	- 6.6
HOME COMFORT — TOTAL	510.5	466.2	+ 9.5	2,448.8	3,113.5	-21.4
Room Air Conditioners	426.9	415.6	+ 2.7	2,063.7	2,591.1	-20.4
Dehumidifiers	83.6	50.6	+65.2	385.1	522.3	-26.3
GAS RANGES	186.1	174.1	+ 6.9	949.6	865.3	+ 9.7

Source: AHAM